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## FOR IMMEDIATE RELEASE

### Artwork Available

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## INNOVATIVE TECHNOLOGY PLACES

### NATIONAL PARKS AT VISITORS' FINGERTIPS

#### *GPS Ranger™ Launched at Atlanta's Martin Luther King, Jr. National Historic Site*

AUSTIN, TX (October 24, 2006)—Martin Luther King, Jr. National Historic Site and Bar Z Adventures, a leading provider of hand-held Global Positioning Satellite (GPS) technology, announced today an agreement to offer a ground-breaking interpretive device that will enhance visitors' experience at the Atlanta historic site in a style never before seen in a national park.

The Martin Luther King, Jr. National Historic Site is the first park in the 389-unit National Park Service to employ the GPS Ranger™, a hand-held multimedia touring device that delivers interpretive content based on satellite recognition of GPS coordinates. In effect, visitors to the site can have their own personal ranger guide them through a tour of the park.

"Unlike other electronic solutions for the tourism industry, the GPS Ranger™ uses GPS to trigger rich multimedia content when the user comes within range of a point of interest. Audio, video, text and pictures are integrated to tell the stories that have woven the fabric of America," said Lee Little, founder of BarZ Adventures and inventor of the GPS Ranger™ system.

"When I heard about the GPS Ranger™, I knew I had to get it for our visitors," said Melissa English-Rias, Chief of Interpretation for the Martin Luther King, Jr. National Historic Site and pioneer in employing this technology. "GPS Ranger™ particularly enriches the visitors' learning and interactive experience at areas within the park that are self-guided. This technology helps us offer a more expressive visit."

Here is how the device works: Visitors touring the site while holding a GPS Ranger™ will automatically see and hear meaningful interpretive content as they approach a point of interest. At the Martin Luther King, Jr. National Historic Site, the details leading up to King's assassination are recounted when visitors stand near King's tomb; the eulogy of President Johnson is contrasted with archival images of cities in flames following the death of Dr. King as they advance toward historic Ebenezer Baptist Church. A visitor may also view the entire program on demand, regardless of location, by scrolling the touch screen for content files.

GPS Ranger™ is 6 ½" x 3 ½" x 1 ¼" and fits into the palm of a visitor's hand. It weighs approximately 12 oz. and has an amplified audio system with disposable headphones and operates using a touch screen.

GPS Ranger™ is now available daily at the Martin Luther King, Jr. National Historic Site for \$9.95 per use. Eastern National, a not-for-profit partner of the National Park Service operating museum stores in national parks throughout the United States, will provide the device at its bookstore located in the King historic site's Fire Station No.6. Eastern National's goal is to connect people to parks through the sale of educational products and services.

Eastern National President Chesley Moroz stated, "We are delighted to partner with Bar Z Adventures and the National Park Service as we work together to help visitors better understand Dr King, his life, vision and work through the new GPS Ranger™ tour."

BarZ Adventures expects to introduce the GPS Ranger™ to many more of America's treasures. Beyond US national parks, the GPS Ranger™ will be offered to zoos, cruise lines, and other selected regional markets.

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#### **About BarZ Adventures**

Bar Z Adventures LP is an Austin, Texas-based company combining experts in the fields of computer delivery systems and National Park Service Interpretive Development Program (IDP) certified interpreters. Bar Z Adventures has designed the patent pending GPS Ranger™ with public lands and their visitors in mind – its sole mission is to help enhance the visitor experience at high visitation tourist locations using modern technology. Bar Z Adventures captures the pioneering spirit that is represented in our nation's history and, through unique technology, brings that history to visitors throughout the public lands of the United States. . . and the World. For more information on the company or its products log onto [www.barzadventures.com](http://www.barzadventures.com), [www.gpsranger.com](http://www.gpsranger.com) or call (512) 732-0135.

#### **About the Martin Luther King, Jr. National Historic Site**

The Martin Luther King, Jr. National Historic Site preserves and interprets three main sites situated in a 2-block area that are directly associated with Dr. King: the home at 501 Auburn Avenue where he was born, Ebenezer Baptist Church where he preached and where his funeral was held, and the gravesite where he is buried. Other important features at the park include the Visitor Center museum, the King Center's Freedom Hall, Dr. King's Birth Home Block, Fire Station No. 6, the International Civil Rights Walk of Fame, the "I Have a Dream" International World Peace Rose Garden, and a memorial tribute to Gandhi. The adjacent Preservation District comprises the surrounding "Sweet Auburn" community where many of the residents of Dr. King's neighborhood made their living. The park is open daily from 9 a.m. to 5 p.m. (until 6 p.m. during summer) except Thanksgiving, Christmas and New Year's Days. For more information, visit [www.nps.gov/malu](http://www.nps.gov/malu) or call (404) 331-5190.